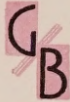


GREEN-BRODIE  
FOUR TWENTY MADISON AVENUE  
NEW YORK 17, N. Y.



March 28, 1952

Station Manager  
Radio Station WHRC  
Haverford College  
Haverford, Pa.

Re: The Reporter Magazine  
(Fortnightly Publications, Inc.)

Dear Sir:

No doubt you have heard from Mr. Thomas Clark of the Intercollegiate Broadcasting System informing you that beginning April 1st, we would like you to broadcast our above client's 1-minute commercial announcements.

A 16" acetate electrical transcription has been shipped to you entitled Series II-First China Lobby Series. This contains announcement #1 and #2 repeated twice; this means four tracks - announcements #1, #2; #1, #2. Please play this disc from the outside in, in order to follow correct sequence and to distribute wear.

You are to use this disc through the week of April 7th only. Another record will be sent to you later on for the next two-week period (weeks of April 14 and 21). And new disc for each two-week period, following.

With the exception of interruption by holidays and holiday vacations, here is the schedule...

April 1, 2, 3, 4, 7, 8, 15, 16, 17, 18, 21, 22, 29, 30, May 1, 2, 5, 6,  
May 13, 14, 15, 16, 19, 20, 27, 28, (a total of 26 spots)

If you should not receive our transcriptions in time to start on April 1st. start on the 2nd and extend the schedule to include May 29th. (As you see we are trying to earn your 26-time frequency discount!)

We would like to have our announcements broadcast at 10:30 PM. In case of temporary programming problems, if you can't run the spots at 10:30 PM, please run them at 11:00 PM.

Thank you very much for your attention to the above.

Very truly yours,

BETTY GERSHON  
TIME BUYER

BG:br

A D V E R T I S I N G

